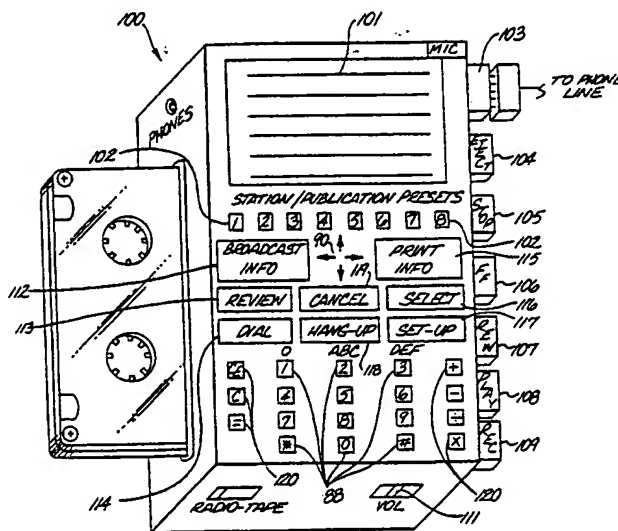


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(54) Title: APPARATUS AND METHOD FOR IDENTIFYING BROADCAST PROGRAMS AND ACCESSING INFORMATION RELATING THERETO



(57) Abstract

Apparatus for providing auxiliary information of broadcast programs (100). The apparatus allows a user to instantaneously identify a broadcasting program by actuating a switch (116). An identification of the station broadcasting the program, the date and the time of the broadcasting program is registered in a memory upon actuation of the switch. The identification can then be sent to a center in which a schedule of the broadcast programs is stored, along with other auxiliary information which the respective broadcasters wish to provide. From the program identification, such information can then be retrieved and sent to the user. The identification information from the user is stored by the center and used to compile audience-monitoring statistics.